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# Industry, academia must team up

## NATIONAL SERVICE:

Students to benefit from professionals conducting classes



**T**HE drive around the Universiti Utara Malaysia (UUM) campus in Sintok, Kedah, was pleasant and refreshing. UUM, after all, is a university set in a secondary forest.

It was there that I had breakfast with Dr Rosli Mohamed, dean of the School of Multimedia Technology and Communication. We were later joined by Professor Dr Hassan Ali, the deputy vice-chancellor (academic and international).

We spoke about the need for more industry participation in our campuses. UUM is 30 years old, but there are enough indications to show its growing appreciation of industry collaboration.

Led by Vice-Chancellor Professor Datuk Wira Dr Mohamed

Mustafa Ishak, the university is increasingly adopting an innovative teaching philosophy.

These three gentlemen are continuously looking for industry experts to share their knowledge and impart their know-how to undergraduates.

If the university is going to be a game-changer in the world of academia, industry experts must be encouraged to teach an increasing number of students.

Hassan said: "I'm always on the lookout for good people from the industry to come to UUM. They have a wealth of experience and knowledge. They must share that with the young, with university students."

"No doubt, we have qualified lecturers. It is the same at other universities, too. But we can all do with some help and contribution from these professionals and captains of industry."

"We need them to teach. We can structure their classes. It can be once a month, once a semester. If they can spend more time, that's even better."

Mustafa has made this quest one of his major pursuits, and rightly

so.

He said: "We need inspiring lecturers, those who can help our students see beyond the lecture halls and think outside the box."

"If more industry experts can come to teach and impart their knowledge, we should be producing more students who can join the workforce confidently upon graduation."

This thing about university students unable to gain employment is not new. But, part of it can be rectified if students acquire hands-on knowledge from their lecturers.

Hence, the need for industry people to enter campuses and teach. This should be part of their national service, so to speak.

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